

Spring Update

Love and Hearing Loss

One of the hallmarks of a successful relationship, such as marriage, is good communication. Unfortunately, hearing loss can interfere with communication if one or both partners has hearing loss and does not treat it with appropriate measures such as hearing aids. Hearing loss, if left untreated, can lead to fewer social activities and less enjoyment of these activities. Those with hearing loss can grow increasingly isolated, including from their marriage partners. This isolation can evolve into stress and depression in the home. These negative feelings can affect the marriage such as robbing it of its warmth and intimacy.

Fortunately, there is an answer for hearing loss in the form of hearing aids for the majority of people. Today's hearing aids are comprised of digital technology made to improve the quality of life and love. Hearing aids come in a variety of styles including small behind-the-ear (BTE) open fit technology which provide a more natural sound while being cosmetically appealing. Because the hearing aids are computer-driven, many of the features can be automated allowing the person to focus on life instead of the hearing aids. Many hearing aids now allow people to connect wirelessly to the world for example, telephone communications are easier. Hearing aids improve the overall quality of life by letting the wearer interact with those around them both socially and emotionally. This can have a huge impact on a marriage. Hearing aids continue to improve rapidly allowing people to stay connected in life, relationships, and best of all, love.



Announcement of a Limited Time Offer

Batteries at a Price You Can Afford

One 6 Pack of Batteries for \$4.00

Plus, Buy Five and Get One Pack Free



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HEAR THE WORLD
THE MAGAZINE FOR THE CULTURE OF HEARING
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Professional Hearing Services played “Santa” this year and drew three names for our gift basket drawing from the Holiday newsletter word search. The response from this event was terrific and we’d like to thank everyone who participated in this fun activity.

- * One Grand Prize Gift Basket was given out
- * Two Large Gift Baskets were also distributed

The winners were contacted and very excited to have won. Included in the gift baskets were hearing aid supplies including batteries, hearing aid dehumidifiers, battery testers and cleaning tools. Correct battery sizes were included for each winner to be utilized with their hearing aids. Congratulations to all our winners!

Are your hearing aids as old as my hearing aids?

Don’t let whistling and uncomfortable sounds disrupt your life.

See your audiologist to find solutions to your problems by calling 262-549-5150.

Photo taken of Mr. Frederickson from Pixar’s movie Up.

Special Offer

Upgrade your hearing aids and receive \$250 off your new purchase. Limited time offer until 4/30/10.

Special limits upgrade of up to two hearing aids at \$125 each. Cannot be combined with other offers.

Why Hearing Aids Don’t Last Forever

Digital technology in hearing aids continues to rapidly advance and change. As a result, hearing aid manufacturers release new models with increasingly better capabilities that offer patients more satisfaction. In the past two years, manufacturers have released smaller products with wireless technology that allow for hands free communication with electronic devices such as; iPods, cell phones, landline phones, televisions, and computers. With these advancements, older technology has been discontinued and replaced by current more advanced products.

If your hearing aid is approaching five years of age, the following information is important to know. Advancements in technology occur so quickly that a hearing aid model may be superseded within a few years. As a result, repair parts may not be available when hearing aid models are discontinued from production. A manufacturer will typically repair hearing aids up to five years of age, which is the average life expectancy of a hearing aid. Unfortunately, you will not know until the manufacturer is contacted whether a device greater than five years can be repaired. When hearing aids reach their life expectancy of about five years, it is generally advisable to consider investing the money you might spend on a repair of antiquated technology toward the purchase of modern technology.

It is important to plan ahead for the future by ensuring your hearing aids are in good working order. Remember to clean you hearing aids daily, prevent moisture build up, and store them in a safe place when not in use. A well maintained hearing aid can last longer than five years.